



Date: September 16, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending September 16, 2005

This *City Report* highlights various activities for the week ending September 16, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

EMERGENCY PREPAREDNESS TIP #2

Personal Preparedness: Be in the Know! Five Days of Self-Reliance!

Long Beach Residents are encouraged to prepare for five days of self-reliance in the event of a citywide disaster. Prepare for any emergency by becoming informed and taking action to become self-reliant. Are you prepared? Make an Emergency Preparedness Plan and Build an Emergency Preparedness Kit. For easy, step-by-step guides, visit www.longbeach.gov.

MAJOR WEEKLY HIGHLIGHTS

HURRICANE KATRINA RELIEF EFFORTS

Evacuee Assistance

As with other cities across the nation, Long Beach has been working with county, state and federal agencies to prepare to assist those who have lost homes, their livelihood, and in some cases, their families. As of today, 158 families have self-migrated to Long Beach and have registered with the Greater Long Beach Area American Red Cross. The City is working with the Red Cross on both short-term and long-term assistance.

Through donations, the Red Cross is providing lodging for 28 days, as well as clothing and food assistance for victims.

The *Long Beach Assistance Response Team* (Response Team), comprised of the American Red Cross, the Salvation Army, City staff from the City Manager's Office, Fire, Police, Health and Human Services, Financial Management and Community Development, the LA County of Emergency Management, the Apartment Owners Association and the Long Beach Unified School District have been meeting for the last two weeks to identify the short and long term resources to assist evacuees of Hurricane Katrina who have arrived in Long Beach.

MAJOR WEEKLY HIGHLIGHTS
HURRICANE KATRINA RELIEF EFFORTS
Evacuee Assistance (continued)

One Stop Shop

On Thursday September 1, the Response Team assisted the Red Cross in hosting a *One-Stop Community Service Center* for the evacuees at the Red Cross center. The purpose was to begin the process of providing assistance. Community Development provided housing and job applications. The Health and Human Service Department went on-line to obtain evacuee's inoculation records. The Fire Department provided meals for 300 people. The Salvation Army provided vouchers from Wal-Mart, Albertsons and Ralphs and Long Beach Transit distributed countywide bus passes. The Department of Social services, the State Employment Development Department, Fed-Ex, Good Will Industries, the Ministers Alliance, KM industries and Apple One also provided assistance.

Staff Deployment to Hurricane Katrina Area

Upon request, the Long Beach Fire Department has provided six staff members to work in the Gulf area and the Health Department has provided two staff members to work in Houston.

Through a State-to-State Emergency Mutual Aid Compact (EMAC) the Governor of Louisiana made a mutual aid request to the Governor of California for the Office of Emergency Services (OES) to assist the City of New Orleans and the Parish of New Orleans to establish and maintain a continuity of government operation. Over 40 management level employees volunteered to be deployed to the Gulf Coast to assist, if needed, with this effort. As it turned out, the City's assistance was not needed.

Employee Assistance Efforts

Operation Lifeline: Monetary Donations Are Still Needed

Join the Red Cross, Mayor Beverly O'Neill, Long Beach City College, the Press Telegram and the City of Long Beach in raising monetary donations to help the victims of Hurricane Katrina during Operation Lifeline on **Saturday, September 17**, from 11 a.m. to 1 p.m., at **Long Beach City College**, at the corner of Carson Street and Clark Avenue. For other donation opportunities, please visit www.longbeach.gov. All agencies are requesting cash donations so that assistance can go directly to meet the evacuees needs.

Long Beach Fire Dispatchers collected money and other items including 20,000 pounds of clothing, toys, books, etc. for *911 Cares*, an organization that provides support to emergency 911 centers throughout the nation. Boeing and Jet Blue provided logistical support in delivering the donations to the *911 Cares* offices in Redwood City, California. The donations will be distributed to first responder agencies in the hurricane ravaged gulf coast region. For further information on the organization, see their web site at www.911cares.com.

MAJOR WEEKLY HIGHLIGHTS

HURRICANE KATRINA RELIEF EFFORTS

Employee Assistance Efforts (continued)

Long Beach Firefighter's assisted the *Every 15 Minutes* organization in collecting donations in support of the Hurricane Katrina victims at Poly High's Friday night football game at Vet's Stadium.

The Port Employees Club organized a *Dress in Denim* campaign to raise funds for victims of Hurricane Katrina and the recovery efforts through the American Red Cross Disaster Relief Fund. For a donation of at least \$5 a day, from Sept. 12 to 19, employees were able to wear denim to work and an *I've Paid to Dress in Denim* sticker explaining why they were dressed casually.

Individual employee fundraising efforts included \$1,700 from a lemonade stand and \$650 in donations from an Irish musical fundraiser.

LONG BEACH EMERGENCY PREPARATION EFFORTS

The City has begun a communications campaign, *Personal Preparedness: Five Days of Self Reliance*, to help residents become informed and self-reliant in the event of a citywide disaster. Communication specialists from the City Manager's office, Police, Fire, Community Development, Technology Services and Parks, Recreation and Marine will develop and implement a strategy to inform and remind residents on how to prepare for and survive a disaster until help can arrive. Please see www.longbeach.gov for immediate information on preparing a plan and creating a kit.

The Fire Department's Disaster Management office hosted three days of Incident Command training for use at Weapons of Mass Destruction Incidents, which was attended by senior managers from Fire, Police, Health, and Public Works departments. The training focused on developing cooperative strategies for incident mitigation. This program is one of a series of events designed to increase the City of Long Beach's capabilities when responding to a significant man-made or natural disaster.

Long Beach Fire, Police and Health and Human Services Departments participated in the *Team Work for Preparedness* seminar at St. Mary Medical Center on September 9. The event brought state, regional and local public safety representatives together to discuss response plans and capabilities to major local disasters. The St. Mary Medical Center is a designated *disaster resource center* and will play a key role in the unified response to any major medical disaster in the region.

NEWS UPDATE

West Nile Virus

As of September 14, there are three human cases of West Nile Virus among Long Beach residents. Nineteen dead birds, 70 mosquito pools and 8 chicken flocks have tested positive for the virus. There have been no human fatalities due to WNV this year. Please visit www.longbeach.gov for information on prevention techniques.

NEWS UPDATE (continued)

Natural Gas Prices Will Increase

Natural gas prices are currently projected to increase across the US by about 50% this winter, partly because of the effects of Hurricane Katrina. Right now, Long Beach Energy customers are projected to increase only 34% due to price protections built into the current gas supply contracts and the storage of 8,000,000 therms purchased during the summer when prices were lower. As has been the case for the last few years, LBEs customers receive, on average, the lowest monthly natural gas bills compared with other Southern California gas utilities. Conservation is the best way to lower bills. Check out www.lbenergy.org or call 570-2060 for conservation tips.

UPCOMING EVENTS AND PROJECTS

Health and Human Services

The third phase of *HIV STOPS WITH ME* campaign will be kicked off on **September 19** at the Aquarium of the Pacific. The campaign stresses the importance of healthy behaviors in the HIV positive community and includes HIV positive spokesmodels speaking on their experiences of living with HIV. New television commercials will feature spokesmodels discussing their responsibility to themselves and others, and address critical issues facing the HIV positive community such as substance abuse and disclosure.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On **September 20**, more than 300 people are expected to attend the Long Beach Senior Center free Senior Action Fair, from 9 a.m. to 1 p.m., in the Senior Center auditorium. Seniors will learn about the latest scams, including auto and home repair rip-offs, identify theft, investment scams, credit card fraud, and much more. There will be a complimentary continental breakfast and lunch. The Long Beach Senior Center, along with WISE Senior Services, City of Los Angeles Department of Aging, and the County of Los Angeles Area Agency on Aging are sponsoring this event.

Health and Human Services

To help promote *National Five A Day Month*, the Healthy Active Long Beach Program is hosting *Energize and Mobilize*, a free local event to promote eating fruits and vegetables, and being physically active. The event will be held on Saturday, **September 24**, from 9:00 a.m. to 12:00 p.m. at the Health Department, 2525 Grand Avenue.

Harbor

More than 25 exhibits, displays and presentations are part of the *Green Port Open House* on **October 1**. Participants include the Port staff heading the Air, Water, Soil, Wildlife, Community and Sustainability programs. Other participants include the Water Department, Long Beach Transit, other public agencies and Port customers. There will be exhibit booths in the parking area in front of the Port Administration Building. Port staff and Port Ambassadors will narrate the free environmental harbor cruises.

AWARDS

City Manager, Police

Deputy Chief Robert Luna, the *Enough is Enough* project manager, and collaborative partners received the Human Dignity Program's first annual Community Recognition Awards on September 15 at a Humanitarian awards dinner at the Hyatt Regency. The *Enough is Enough* Telethon was a 41-hour series that focused on the issues and the myriad of strategies being used locally and regionally to combat gang violence.

Police

In a recent competition to develop, test and encourage teamwork, leadership, officer safety, responsibility and motivation, the Long Beach Police Explorers brought home 18 awards. A total of 43 teams from 21 police departments throughout Orange and Los Angeles Counties competed in tactical and patrol response scenarios that included 13 events. Long Beach brought home three First Place, two Second Place, six Third Place, three Fourth Place and four Fifth Place trophies.

PUBLIC SAFETY

The Towing and Lien Sales Division supported law enforcement agencies with quick and efficient service in locating suspected vehicles and facilitated the investigations by providing professional service in storing the vehicles and preserving evidence. To date, the Towing Operations and Lien Sales Division has impounded 23,779 vehicles or 9.6% above last year.

Fire

The Fire Department responded to a total of 1,470 emergency calls for service: 101 calls for fires, of which 16 involved structures; and 712 emergency medical calls, of which 498 required paramedics.

Police

Citywide, police officers responded to 725 priority one, 1,627 priority two and 1,422 priority three calls for service, for a total of 3,774.

NEIGHBORHOODS

Community Development, Housing Services Bureau

Site clearance has begun for the Olive Court project. The transit-oriented development is located at 1856 Long Beach Boulevard and includes 58 townhomes and flats affordable to homebuyers with incomes ranging from very low to market rate. Two units have been set-aside for Section 8 homebuyers. Construction of this for-sale project will begin following site clearance.

West Gateway Site No. 1 has been conveyed from the Redevelopment Agency and the Long Beach Housing Development Company to Jamboree Housing Corporation, which will build 64-units of rental housing affordable to very low-income families. The units range in size from two to four bedrooms, and the development will include an interior courtyard with a play area, a community room, and a computer learning center. Construction will begin in the next week or two, and is scheduled to be complete in January 2007.

NEIGHBORHOODS

Community Development and Public Works

The 2005 Summer Sidewalk Program made a positive difference in the Washington Middle School neighborhood. A crew of 13 young people between the ages of 16-19 spent five weeks learning about masonry and other job skills by helping replace sidewalks and curbs near 14th Street Park. The young people assisted with the replacement of over 50 yards of cement adjacent to the park. The young people were referred and paid by Workforce Development, Public Works staff assisted with pouring the cement and Neighborhood Services staff supervised the youth and managed the overall project.

Community Development, Neighborhood Services Bureau

Representatives from more than 12 agencies attended workshop designed to teach representatives from various neighborhood groups how to complete the Neighborhood Partners Program application. The Neighborhood Services Bureau awards grants of up to \$5,000 to neighborhood groups to improve the appearance of their neighborhood. Projects that have been funded in the past include monument signs identifying neighborhoods, trashcans on Martin Luther King Blvd. and community gardens.

Community Development, Neighborhood Services Bureau

Since March 1, the Code Enforcement staff has issued 450 Administrative Citation Warning Notices. The Notices resulted in the issuing of \$100 tickets to 28 individuals who did not comply with the warning. Additionally, on September 8, the first \$1,000 citation was issued for an illegal garage conversion. These efforts are a result of an ordinance passed by the City Council on March 1 that authorized Code Enforcement staff to issue tickets to residents and business owners who do not comply with warning notices requiring that code violations be corrected.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

Twelve new volunteers in the Habitat Stewards volunteer program continued their training on how to care for the native plants at the El Dorado Nature Center on September 16. This new group of stewards will be planting a section of the Whole Access Trail in October, thereby assisting the City in implementing the Nature Center's Master Plan.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On September 11, more than 265 youth, teens, and parents celebrated another successful season of softball and volleyball at Houghton Park. Participants enjoyed a great potluck dinner and an awards presentation.

ECONOMIC DEVELOPMENT

A total of 305 Enterprise Zone Hiring Credit Vouchers were issued to 39 Long Beach companies during the month of August. Each voucher represents the hiring of an economically disadvantaged individual and a State tax incentive for the employer.

ECONOMIC DEVELOPMENT

Harbor Department

Pulse of the Port, a half-hour cable TV news magazine program, taking viewers behind the scenes at the Port of Long Beach, is airing at 7:30 p.m. each Monday, Wednesday, Friday and Saturday on the LBTV, City of Long Beach Channel 8. The Friday airing will be broadcast in Spanish. The Port also is planning to air a segment Khmer. The first program includes a feature on a Jacobsen port pilot and segments on the Green Port Policy, OffPeak truck gates, and Hanjin's new 8,000-TEU mega-ship.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On September 14, El Dorado Nature Center presented the final concert in the *Summer Cultural Rhythms* series. Wednesday night's concert featured Alma de Sol, in celebration of Mexican Independence Day. More than 100 people attended the concert.

Parks, Recreation and Marine, Special Events and Filming Bureau

The 16th Annual Belmont Shore Car Show, with an estimated attendance of 60,000 to 70,000, was held on 2nd Street in Belmont Shore on September 11.

CBS Productions, with a cast and crew of 75, filmed a TV Production "CSI Miami" at the Hyatt Regency Hotel and Long Beach Convention Center on September 14 and 15.

OTHER ITEMS OF NOTE

Long Beach Energy

Staff completed a total of 2,698 service calls. This total included 901 Gas and Water Utility Turn Ons, and 692 Turn Offs. During this period, 856 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 249-meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 418 emergency phone calls that resulted in 110 emergency orders being sent out.

Long Beach Energy, Installation of Gas Lines

Contact: Long Beach Energy, 570-2085

2nd St. Kennebec Ave. to Orizaba Ave.
Broadway Obispo Ave. to Junipero Ave.

Estimated completion: September 23, 2005

Public Works, Street Improvement

Contact: Public Works, 570-5160

La Perla Ave. El Mirador Ave. to El Cedral St.
College Circle Atherton frontage full circle
Keynote St. Rutgers Ave. to Bellflower frontage
Maine Ave. Spring St. to 31st St.
Freeland St. California St. to Cerritos Ave.
Scott St. Rahn Ave. to Long Beach Blvd.

OTHER ITEMS OF NOTE

Public Works, Street Improvement (continued)

Contact: Public Works, 570-5160

Shipway Ave.	Los Santo Dr. to Point North of Los Santo Dr.
Orange Ave.	11th street to point North of 11th St.
17th St.	Long Beach Blvd. to Linden Ave.
Freeman Ave.	8th St. to 10th St.
Eucalyptus Ave.	20th St. to Hill St.

Estimated completion: October 2005

Atlantic Ave.	Roosevelt to San Antonio
Orange Ave.	Spring St. to 405 Freeway

Estimated Completion: September 2005

Clark Avenue	Spring Street to Wardlow Road
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Estimated Completion: November 2005

Del Amo Blvd.	Los Angeles River to Long Beach Boulevard
Artesia Blvd.	West of Long Beach Boulevard to Harbor Street
Atlantic Ave.	North of Artesia Boulevard to a point North of 68th Street
Cherry Avenue	North of Artesia Boulevard to 70th Street
Artesia Blvd.	East of Obispo Avenue to Downey Avenue

Estimated Completion: December 2005

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
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